

From: George Morino/=TMS/Toyota.

Sent: 9/19/2007 3:02 PM.

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Cc: [-] .

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Subject: Fw: Update.

From: George Morino
Sent: 09/19/2007 02:14 PM PDT
To: Jane Beseda; Dave Zellers
Cc: Mark Kubota; Richard Jung
Subject: Update

Good afternoon Jane and DZ:

Please find below a status update on the potential ES 350 and Camry project:

Dxxxxx Information Report (DIR)

We are continuing to work with TMA and TMC with next Wednesday, Sept. 26th as the target date. TMC has created a DRAFT DIR. TMA is currently reviewing it. It will be filed as an equipment issue, not a vehicle issue, therefore it only mentions 69,000 AWFMs (the number of potential vehicles is not listed). There is also no VIN range in the document as we normally see on a vehicle issue document.

Owner Letter

The DRAFT Owner Letter, Q&A and Press Release have been tentatively approved by TMA and TMC. However, TMC indicated they had some minor questions for me tonight before giving final approval.

We are also re-routing the DRAFT documents through TMS Legal due to changes from TMC and TMA.
[Current DRAFT Owner Letters for your reference]

Region and Dealer Communication (Lexus will use our Dealer Notice as their base document to create a Lexus version)

We have requested TMC for SSC Operation Codes. TMC indicates we may not receive these until Monday, Sept. 24th at the earliest. The operation code would be utilized for any customer requesting a refund for their AWFMs.

We have created DRAFT Region and Dealership SSC communications. However, we need the operation codes mentioned above. Compliance staff are also requesting information from CAD on how they want to recover the AWFMs already in customer use. CAD sent some type of notice to dealerships to recover new/unused AWFMs still in dealership inventory. We had hoped to piggy back on this process, but we have not received a copy of this document as of yet.

We have a meeting set with Nancy Fein in Lexus tomorrow morning at 9:00 am. I will bring her up-to-date on this issue, progress and plan. My staff will meet with the Lexus working level folks later tomorrow.

Corporate Communications

We also have a meeting set up with the Corporate Communications staff tomorrow at 11:00 am. I informed Mike Michels, who had reviewed the original Press Release (drafted prior to the Toyota meeting with NHTSA), that things are now moving in a more traditional direction (i.e. campaign).

Launch Timing

Although we are still missing important information from TMC and CAD, we are planning on the following tentative external communication schedule.

Wednesday, Sept. 26, 2007

TMA to file with N_TSA on 09/26/07, around 9:00 am Pacific Time.

Electronic communication to Region Offices from Compliance at 9:00 am Pacific Time. (We will ask Lexus to do the same).

Dealer Daily notification to Dealerships at 12:00 noon.

Limited Press Release (Corporate Communications usually e-mails a copy of the Press Release to select media) at 1:00 pm.

Hardcopies of the Region/PD (and Area notice by Lexus) to be sent by Overnight Mail for delivery on 09/27/07. Hardcopies of the Dealership Letters (three copies, one to Dealer Principal, Service Manager and Parts Manager) will be sent by Overnight Mail for delivery on 09/27/07. However, if we do not receive the operation codes from TMC on time, this may slip one day due to printing and package assembly time.

Thursday, Oct. 4, 2007

Owner Letters are schedule to begin mailing on 10/04/07. Due to the possible media coverage, we are planning to mail the owner letters in a one to three day window (depending upon print production limitations due to the tight schedule).

We hope this information is helpful and we will continue to keep you briefed on our progress.

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